

A PERSONAL APPEAL.

I have been connected with The Herald and News as editor for more than seventeen years. When it was bought from Mr. A. C. Jones on March 7, 1887, by Aull & Houseal, the subscription list was about six hundred. It ran up to 1,200 and when it was changed to twice a week the list began to increase until now it takes more than 1860 papers to fill our mailing list. We have tried to keep it in the van of progress, and we have labored hard for the advancement of the best interests of this county and town. Those things that we conceived for the best interests of the whole people—for their material and moral uplifting—we have advocated regardless of the consequences to ourselves. Many times we have led the agitation for public utilities which at the beginning had few advocates, but by persistence we have accomplished results. For the past four years on account of absence from the business little or no effort has been made to collect what is due us. I am compelled to raise \$1500 by the first of Dec. I find that 100 subscribers owe the paper from one year up to several, the average being about \$5.00. It is a small matter to each one of you, but you can readily see what it means to me. A great many have responded to the statements which we sent out, but a great many more have not.

You have been kind to us in many respects, and this appeal is made to you for the purpose of getting the money and putting the paper in position to serve you better in the future than it has in the past.

I do not want you to send the money this week, but on the 16th of this month which is next Monday, I hope that every subscriber who is in arrears will make it a part of his duty on that day to send us at least \$1.50 and as much more as you can if you owe it. This request is made in real earnest, and I trust that there is not one subscriber who will fail to comply, if he be in arrears. Will you respond? There are those who live beyond the borders of the county to whom the paper has gone regularly for many years as a welcome message from their old home reminding them of the scenes of other days. Many of these have not paid us for several years. This appeal is meant for you as well as for others. Surely there is no one so poor that he cannot pay one year's subscription. If he is, and will write us, we will charge up what he owes to profit and loss and send him a receipt. But we know there is none such.

We are not in the habit of constantly sending statements nor of publishing reminders, but at this time we need the money and have no way of getting it except from those who owe us and for whom we have worked. Remember the day and remember that we are very much in earnest in this appeal to you. You know whether you owe us or not, and if there is any mistake in your credit we will gladly correct it. Any date after the 16th up to the 1st will answer, but I should be glad to have it all come in a lump sum.

Please do not disappoint me and I will continue to give you my best service.

Sincerely,

ELBERT H. AULL,
Editor.

Sale of Personal Property.

ON TUESDAY, DECEMBER 1ST, 1908, I will have a public sale of personal property, consisting of everything usually found on a well equipped plantation, which may not be disposed of privately before that time. Everything offered will be positively sold without reserve. Sale will take place at my residence.

Terms strictly cash.

G. F. LONG.

S. J. WOOTEN.

A GLANCE at your almanac will remind you that the cold winter days are near at hand. We want to remind you that we are amply prepared to make you comfortable at the least possible cost. Every department full of exceptional values. We are showing a line of Men's Overcoats in Black, Blue, Gray and Brown that are wonders on account of the good material, correct shapes and very low prices. Elegant line of Suits for Gents and Boys. Ladies' Wraps and Furs to please. Fancy Shawls and Fascinators in many colors and designs.

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DIRECT FROM the looms to our customers, saving all middle mens profits. We guarantee to save you from 15 to 25 per cent on every pair of Blankets or Buggy Robes you buy from us, and we can show you the best assortment in Newberry.

Underwear. - Underwear.

FULL LINE Wright Sanitary Underwear—Shirts and Drawers to match, guaranteed all wool. Ladies' Wool Vests, white and gray. Complete line Cotton Underwear. The very best productions of the best mills at old prices.

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Yours for Winter Comforts,

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We want to emphasize the fact that no house can or will sell you goods cheaper than ourselves. Our present stock was bought at very low figures, in truth we have much cotton goods on our shelves away under today's ruling prices.

We propose to give our customers the benefit of our fortunate purchases and advance the price on nothing so long as our present stock holds out. It's a big stock, too, and you must take a whack at it. We are the leaders on

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Walk Over Shoes for men have no superior. There are shoes that sell for more, but there are none better. They are made of the best material by the most skilled workmen. Every pair guaranteed. What more could you ask.

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